



State of Oregon
Department of
Environmental
Quality



**OHA/DEQ/MCHD
Joint Information Center Communication Plan
for Portland
Metals Emissions**

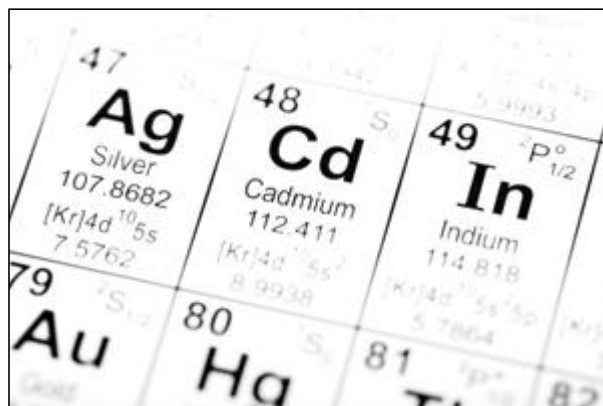


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Revision History

Summary of Changes	Date	Point of Contact
Created first draft	2/29/16	Jonathan Modie

Introduction

Moss data collected and presented to DEQ by the US Forest Service in May 2015 showed higher levels of cadmium and arsenic in two areas of Portland. Because the data was not indicative of the actual air people were breathing, DEQ began the process of monitoring in Southeast Portland to accurately quantify metals in the air. DEQ received the final monitoring results on January 20, 2016.

DEQ detected elevated levels of airborne metals near Bullseye Glass Co. (arsenic and cadmium) located near Southeast 22nd Avenue and Southeast Powell Boulevard and is concerned about metal levels near Uroboros Glass (cadmium) located at North Kirby and North Thompson, both in Portland. Both factories also use chromium, some forms of which can be dangerous. At this time, both factories have stopped using all three chemicals.

Since January 20, 2016, the DEQ, Oregon Health Authority (OHA) and Multnomah County Health Department (MCHD), with support from the EPA and the Portland Mayor's Office, have been working together to respond to these unsafe levels of metals measured in the air near Bullseye Glass and Uroboros Glass, including continuing to assess health risks of air and soil samples currently being gathered and analyzed, and sharing results of monitoring and data collection as it becomes available.

Joint Information Center, Portland Metals Emissions

Purpose

The purpose of the Joint Information Center for the Portland metals emissions issue is to coordinate, among partner agencies, all communications developed by and for the JIC for external and internal dissemination.

The JIC operates as a component of a unified command structure known as the incident management team (IMT). All communications messages, materials and activities are routed through, and must be approved by, the JIC. After approval by the JIC, they are directed to the incident commander for review before distribution or implementation.

Communications proposal review flow

1. JIC members discuss proposal.
2. All JIC members review and approve/deny proposal.
3. Proposal is sent to incident commander for review.
4. Incident commander approves/denies proposal request, then informs JIC lead.

JIC objectives

1. Inform the public about health risks related to exposure to air and soil toxics such as heavy metals.
2. Provide evidence based health information that helps residence and affected neighborhoods obtain testing for heavy metals so they can protect themselves and their families.
3. Provide communications support to partner agencies and their leaders in their efforts to reduce risks of toxic exposure's in Portland and other Oregon communities.

Message Map				
	Key Point 1	Key Point 2	Key Point 3	Key Point 4
Principle	Protect the Public	Inform the Public	Listen to Public	Learn from Crisis
Support	<ul style="list-style-type: none"> • Conducting additional soil, air monitoring. • Analyzing new monitoring data for health risks. • Collecting, funding urine sampling. • Evaluating cancer rates in affected neighborhoods. • Providing updated guidance to physicians. • Using rule-making authority to require physician reporting. 	<ul style="list-style-type: none"> • Holding community meetings. • Speaking to community groups (details TBD) • Regularly updating agencies' websites. • Announcing new data, info to news media. • Established incident command, JIC. • Providing updated guidance to physicians. 	<ul style="list-style-type: none"> • Established hotline, email addresses (211, 971-673-0185, EHAP.Info@state.or.us). • Established incident command structure, JIC. • Holding community meetings. • Speaking to community groups (details TBD). • Receiving, reviewing data from independent testing, analyses. 	<ul style="list-style-type: none"> • Working to close gaps in federal, state laws, rules and permitting processes. • Continuing close working relationship among agency partners on emerging environmental issues affecting public health. • Seeking new ways for informing public about emerging environmental issues affecting public health.
Primary	<ul style="list-style-type: none"> • We continue to review state cancer registry data, but so far there is no evidence of an increase in cancers associated with cadmium and arsenic exposure. • We are not recommending urine sampling, but no one who wants to 	<ul style="list-style-type: none"> • ICS and JIC enables state and local agencies to work together and keep the public up to date on new developments. • We are regularly updating the public with new info so people can make important 	<ul style="list-style-type: none"> • Portland residents, parents and health care providers deserve timely, relevant and evidence-based answers to their questions about air toxics. 	<ul style="list-style-type: none"> • Going forward, we want to do everything we can to minimize the risks from heavy metals in the air in Southeast and North Portland, and in every Oregon community.

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	<p>get tested will be discouraged from doing so or prevented because they can't afford it.</p> <ul style="list-style-type: none">• Urine sample data helps us analyze the extent of the potential exposure and determine whether to expand the scope of testing.• We are providing information to health care providers to ensure residents receive appropriate and effective testing and treatment.	<p>decisions about their health and care.</p> <ul style="list-style-type: none">• We are providing information to health care providers to ensure residents receive appropriate and effective testing and treatment.		
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Communications Platforms

There are five main areas through which the JIC supports efforts to inform the public about the metals emissions situation:

1. The JIC supports the unified command structure through coordination of communication's messages, materials and activities.
2. The JIC has established phone numbers and email address through which community members can provide comments or ask questions about the situation:
 - a. A hotline, 211.
 - b. A general phone number, 971-673-0185.
 - c. A general email box, ehap.info@state.or.us.
3. Outreach activities that include community meetings, where members of affected communities can voice their concerns and ask questions of OHA, DEQ and MCHD leaders, toxicologists, physicians, air quality experts and other agency specialists.
4. Online updates on web pages devoted to the metals emission situation on all JIC member websites, as well as regular social media posts directing the public to those sites.
5. Media activities, including distribution of media materials such as press releases, facts sheets and event announcements, as well as media briefings and availabilities, and facilitation of interview requests.

JIC Members

Name	Title	Organization
Jonathan Modie	PIO, JIC Lead	OHA
Julie Sullivan-Springhetti	PIO	MCHD
Jennifer Flynt	PIO	DEQ
Marcia Danab	PIO	DEQ
Ann Richter Taylor	PIO	DEQ
Susan Wickstrom	PIO	OHA
Robb Cowie	Comms director	OHA
Sara Hottman	PIO	Mayor's Office
Judy Smith	PIO	EPA

JIC Meetings

- Mondays, Wednesdays, Fridays, 8:30-9:30am
- Number: 1-888-251-2909
- Host (OHA): 730676#
- Participant: 539618#
- In person: PSOB, Agency Operations Center (AOC), 4th floor

JIC Meeting Agenda

- Check in
 - OHA
 - DEQ
 - MCHD
 - Mayor's Office
 - EPA
- Media
- Materials
 - Document tracking
- Outreach activities
- Planning (upcoming meetings)
- Action items
- Miscellaneous

JIC Materials

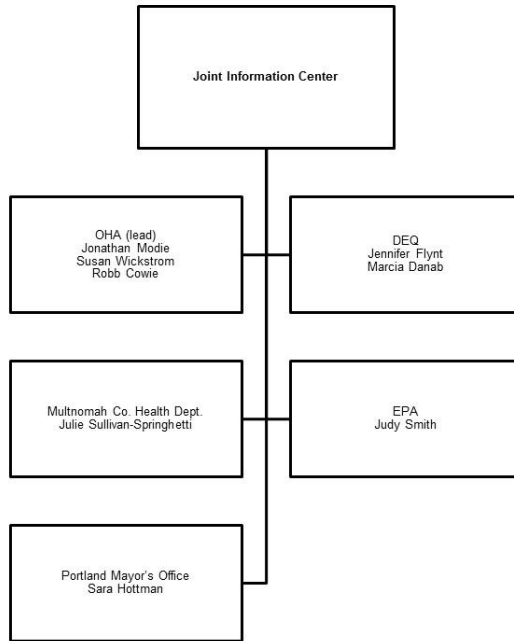
- Interagency FAQ
- Interagency timeline
- Physician guidance
- Poster with 211 info, website URL
- Cancer incidence evaluation report
- Maps
- Agencies' letters to Governor
- Governor's response letter
- Healthy gardening fact sheet
- Dealing with stress and worry fact sheet
- Cadmium, chromium, arsenic fact sheets

JIC Issue Websites

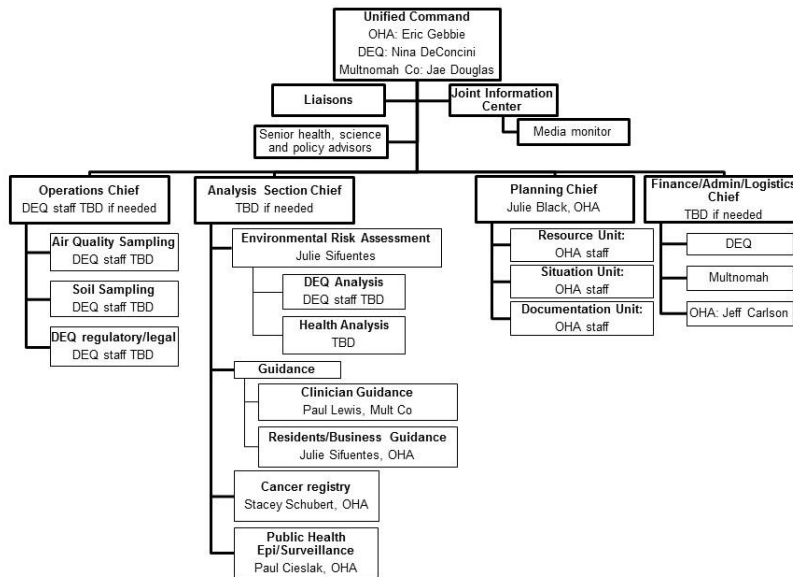
- DEQ: www.deq.state.or.us/nwr/metalsemissions.htm
- OHA: www.healthoregon.org/metalsemissions
- MCHD: <https://multco.us/air-quality-community-concern>

Org Charts

State JIC



IMT



Spokespersons

OHA:

Lynne Saxton
Lillian Shirley
David Farrer
Katrina Hedberg
Paul Cieslak
Bruce Gutelius
Jonathan Modie*
Susan Wickstrom*
Robb Cowie*

MCHD:

Paul Lewis
Jennifer Vines
Tricia Tillman
Julie Sullivan-Springhetti*

DEQ:

Dick Pedersen
Nina DeConcini
David Monro
Sarah Armitage
Jennifer Flynt*
Marcia Danab*

EPA:

Tony Barber
Judy Smith*

Mayor's Office:

Charlie Hales
Sara Hottman*

* = Agency PIOs

Audiences

- Southeast Portland residents
- North Portland residents
- Neighborhood associations (Brentwood-Darlington, Hosford Abernethy, Rose City Park, etc.)
- Residents of other "hot spot" areas
- Parent-teacher, other school groups
- Environmental advocacy groups
- General public
- Health care providers
- Media

Provider Communications

Tactics:

- HAN updates
- Guidance for Health Care Providers
- Webinars
- Website updates
- SME discussions

Document	Title	Date
Physician guidance	Guidance for Health Care Providers in Response to Parents with Concerns about Children and Exposure to Arsenic and Cadmium in SE Portland	2/5/16
Physician guidance	Guidance for Health Care Providers in Response to Parents with Concerns about Children and Exposure to Arsenic and Cadmium in SE Portland	2/11/16
Physician guidance	Portland Metal Exposures: Interim Clinical Update	2/18/16

Physician guidance	Updated guidance	2/29/16
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Public Communication

Tactics:

- Media briefings with partners
- Targeted media pitches
- News releases to Portland metro media
- Outreach to community groups (neighborhood associations, PTAs/schools, employers)
- 211 partnership
- Dedicated mailbox for questions, responses
 - EHAP.Info@state.or.us, 971-673-0185
- Website updates
- Social media

Media and Community Activities

Venue	Topic	Date
Respond to media inquiries (DEQ, OHA, MCHD)		Ongoing
Media release (DEQ, OHA, MCHD)	DEQ, OHA investigate metals pollutants in SE Portland air	2/3/16
Flier	Announce 2/9/16 community meeting	2/5/16
Media briefing (DEQ, OHA, MCHD)	Update on agencies' response	2/9/16
Community meeting (DEQ, OHA, MCHD)	Update on agencies' response	2/9/16
Media release (DEQ, OHA, MCHD)	Portland glass companies to suspend use of	2/12/16

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	chromium, cadmium	
Media briefing (DEQ, OHA, MCHD)	Update on agencies' response, glass companies' suspension of using chrom., cad	2/12/16
Flier	Announce 2/18/16 community meeting	2/16/16
Media alert	Announce media briefing	2/18/16
Media briefing (DEQ, OHA, MCHD)	Update on agencies' response	2/18/16
Community meeting (DEQ, OHA, MCHD)	Update on agencies' response	2/18/16
Media release (DEQ)	DEQ announces Bullseye Glass' additional commitments to suspend metals use	2/23/16
Social media (DEQ, OHA, MCHD)		Ongoing

Community Meeting Format

Format

1. 4-4:30 p.m.: Media briefing

- a. Welcome
- b. Purpose
- c. Introduce speakers
- d. Announce open house, Q&A
- e. Ground rules:
 - i. Briefing is 30 minutes.
 - ii. 1-on-1 interview requests will be accommodated after briefing; speakers must be at open house by 5 p.m.
 - iii. Each agency representative will make opening remarks, and questions will follow.
 - iv. Ask one question at a time so others can ask questions, too.
 - v. Those attempting to ask multiple questions at a time will be interrupted to allow others to ask questions.
 - vi. Those requesting interviews with speakers during open house are asked to be mindful of community members asking questions.
- f. Introduce speakers.

2. 5-6:30 p.m.: Open house, tabling

3. 6:30-9 p.m.: Community Q&A

Materials

- Interagency FAQ
- Interagency timeline
- Physician guidance
- Poster with 211 info, website URL
- Cancer incidence evaluation report
- Maps
- Agencies' letters to Governor
- Governor's response letter
- Healthy gardening fact sheet
- Dealing with stress and worry fact sheet

- Cadmium, chromium, arsenic fact sheets

Other logistics

- Live stream
- Name placards
- OHA/DEQ/MCHD backdrop